Shazam usability evaluation

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IHC P4 G2
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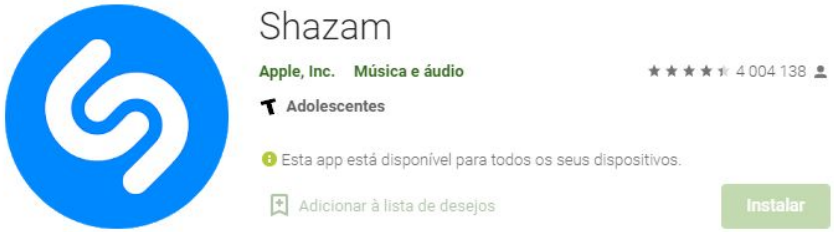
The product, objectives and target users

- Shazam is a current application, it's useful and we have already used.
- Shazam is an application for smartphones that incorporates a service which allows music identification.
- Target users are teenagers.



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Main UI aspects

Library
See your past shazams and playlists

Search
Search for songs, artists and lyrics

Top charts
See top shazams around the world

Music discovery
Identify a song, artists and lyrics in just one tap

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Set of heuristics

1) Visibility of system status
2) Match between system and the real world
3) User control and freedom
4) Consistency and standards
5) Error prevention
6) Recognition rather than recall
7) Flexibility and efficiency of use
8) Aesthetic and minimalist design
9) Help users recognize, diagnose, and recover from errors
10) Help and documentation

Severity scale

0 = I don't agree that this is a usability problem at all

1 = Cosmetic problem

2 = Minor usability problem

3 = Major usability problem

4 = Usability catastrophe

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Summary heuristic

	Lúcia	Raquel	Rodrigo	Median
1- Visibility of systems status	0	0	0	0
2- Match between system and the real word	1	0	0	0
3- Use control and freedom	1	2	2	2
4- Consistency and standards	2	2	2	2
5- Error prevention	0	0	2	0
6- Recognition rather than recall	0	1	1	1
7- Flexibility and efficiency of use	3	3	3	3
8- Aesthetic and minimalist design	0	0	0	0
9- Help users recognize, diagnose, and recover from errors	0	0	0	0
10- Help and documentation	2	2	2	2

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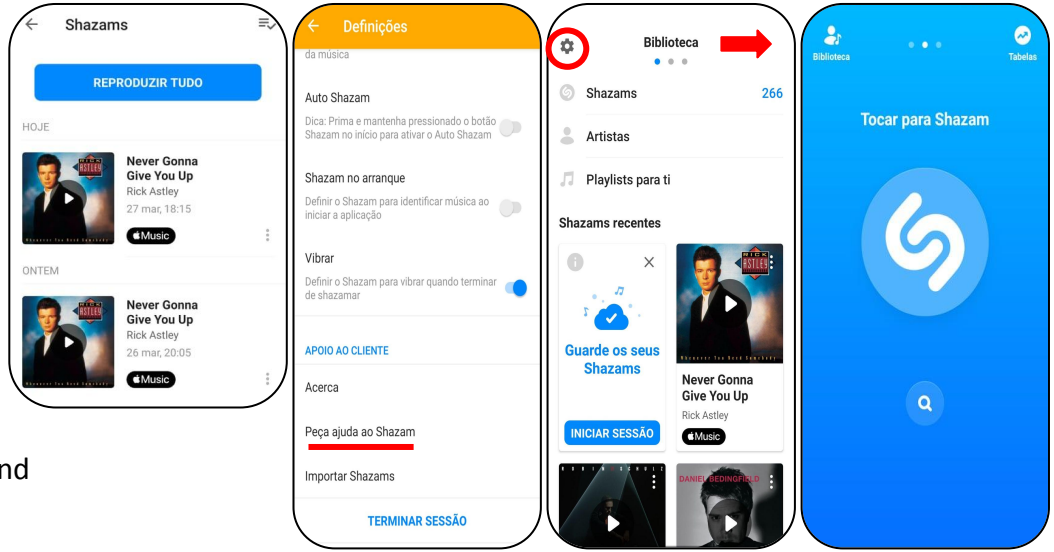
Usability issues found with Heuristic Evaluation

- Use control and freedom (Severity = 2)
  - Not very intuitive to navigate from page to page
- Consistency and Standards (Severity = 2)
  - Application pages all different
- Recognition rather than recall (Severity = 1)
  - Difficult to remember where to get help
- Flexibility and efficiency of use (Severity = 3)
  - Can't sort a song from the Shazams page and the same song can appear more than once
- Help and documentation (Severity = 2)
  - Not easily accessible



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Streamlined Cognitive Walkthrough

- User: any adolescent
- We choose 4 tasks to evaluate:
  - Find help documentation
  - Find history of shazams
  - Activate Shazam pop-up
  - Find top shazams in Aveiro
- For each task we asked 2 questions:
  - Will the user know what to do at this step?
  - If the user does the right thing, will they know that they did the right thing, and are making progress towards their goal?

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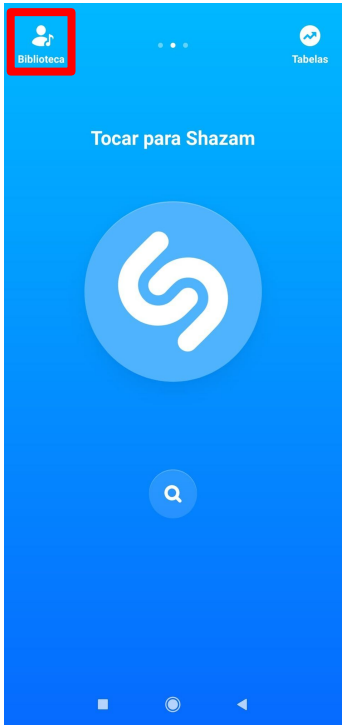

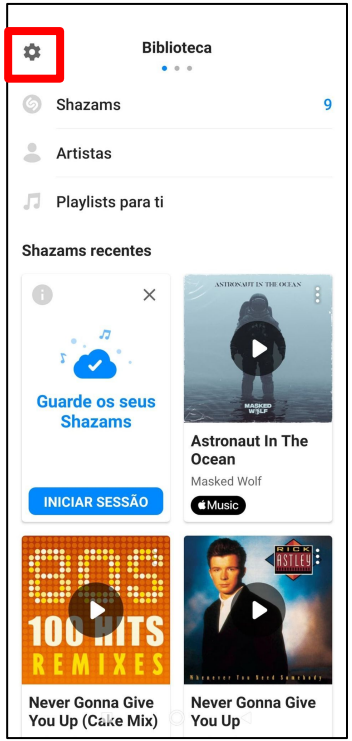

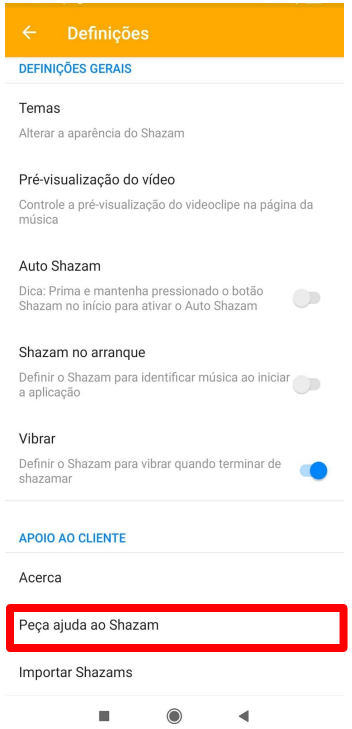

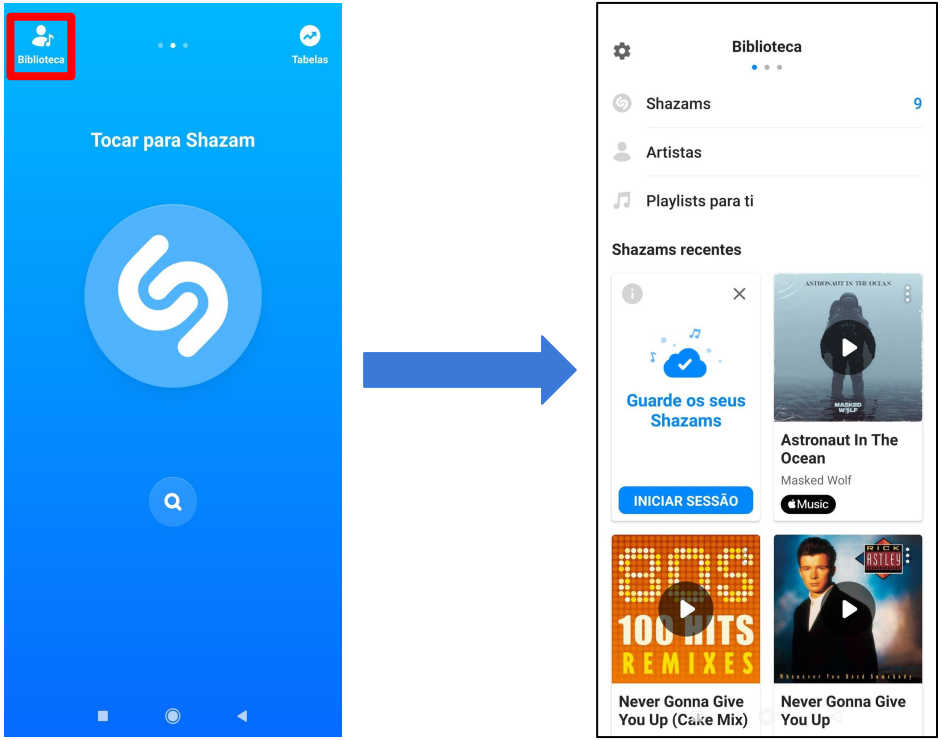
Biblioteca
Tabelas
Tocar para Shazam
Biblioteca
Shazams 9
Artistas
Playlists para ti
Shazams recentes
Guarde os seus Shazams
INICIAR SESSÃO
Astronaut In The Ocean
Masked Wolf
Music
Never Gonna Give You Up (Cake Mix)
Never Gonna Give You Up

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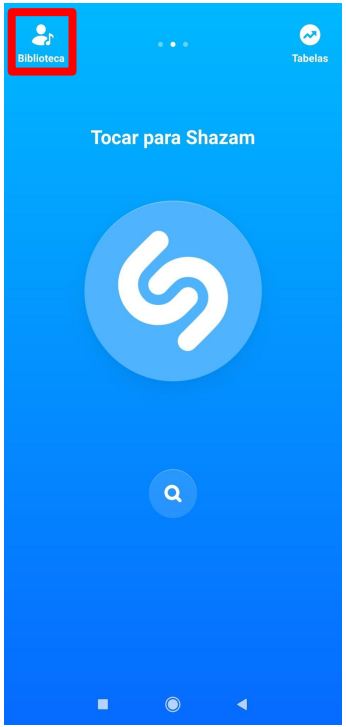

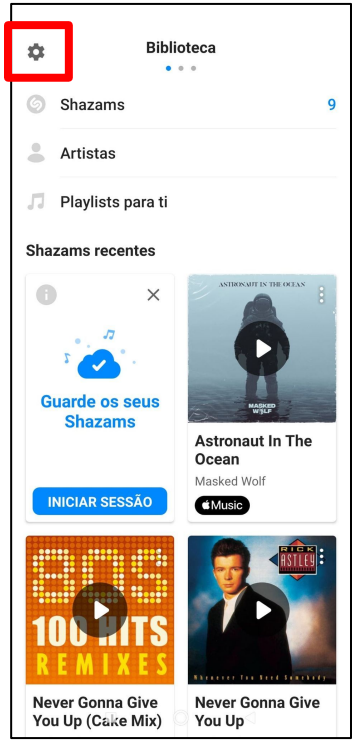

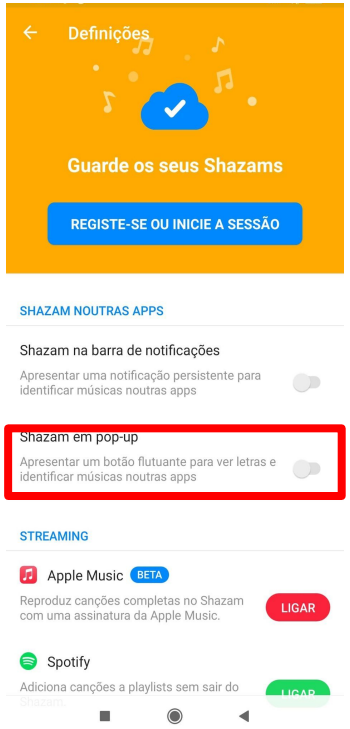

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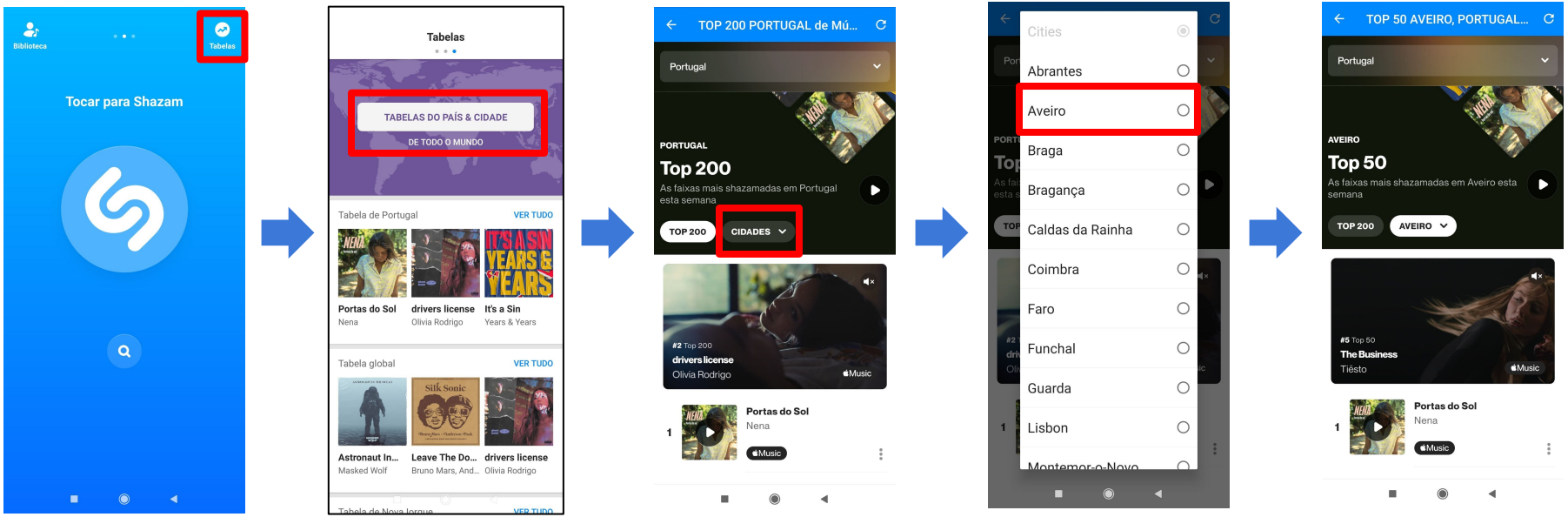

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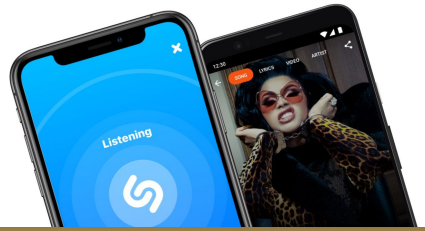
Usability issues found with Cognitive Walkthrough

- Lack of information, hard to know if we are taking the right steps to achieve the goal.
- The settings icon is not intuitive to find, should be more clear and easy to reach, perhaps in the first page of the application.

Appreciation of the product usability

- Despite the usability issues, the application is perceived as easy to use and simple to learn because of its minimalist design.